WHAT IS CLAIMED IS:

1. A printing control apparatus for performing heat transfer printing on a printing medium by using a heat transfer sheet, comprising:

determining means for determining whether to perform printing by dividing a printing region in the widthwise direction of a printing medium having a fixed width; and

printing control means for, when printing is to be performed by dividing the printing region in the widthwise direction of the printing medium in accordance with the determination by said determining means, controlling printing for consecutive pages by making printing information of the consecutive pages to correspond to the printing regions divided in the widthwise direction of the printing medium.

2. The apparatus according to claim 1, wherein said printing control means counts the number of pages to be printed in accordance with the printing information and, if the counted number of pages is an odd number, notifies a user that one unit page becomes blank.

3. The apparatus according to claim 1, further comprising identifying means for identifying the type of printing sheet, wherein said printing control means controls printing in accordance with the identification by said identifying means.

4. The apparatus according to claim 1, wherein the printing region in the widthwise direction of the printing medium is divided into not less than two printing regions.

5. A printing control method of performing heat transfer printing on a printing medium by using a heat transfer sheet, comprising:

the determination step of determining whether to perform printing by dividing a printing region in the widthwise direction of a printing medium having a fixed width; and

the printing control step of, when printing is to be performed by dividing the printing region in the widthwise direction of the printing medium in accordance with the determination in the determination step, controlling printing for consecutive pages by making printing information of the consecutive pages to correspond to the printing regions divided in the widthwise direction of the printing medium.

6. The method according to claim 5, wherein the printing control step comprises counting the number of pages to be printed in accordance with the printing information and, if the counted number of pages is an odd number, notifying a user that one unit page becomes blank.

7. The method according to claim 5, further comprising the identification step of identifying the

type of printing sheet, wherein in the printing control step, printing is controlled in accordance with the identification in the identification step.

8. The method according to claim 5, wherein the printing region in the widthwise direction of the printing medium is divided into not less than two printing regions.

9. A storage medium storing a program module for allowing a computer to execute a printing control program for performing heat transfer printing on a printing medium, said module comprising:

a determination module for determining whether to perform printing by dividing a printing region in the widthwise direction of a printing medium having a fixed width; and

a printing control module for, when printing is to be performed by dividing the printing region in the widthwise direction of the printing medium in accordance with the determination by said determination module, controlling printing for consecutive pages by making printing information of the consecutive pages to correspond to the printing regions divided in the widthwise direction of the printing medium.

10. A heat transfer printing medium used in a heat transfer type printing control apparatus, comprising perforations in a position at which the dimension in

the widthwise direction of said printing medium having a fixed width is equally divided, wherein

printing regions of said printing medium divided by said perforations are used as a unit page size, and

said perforations are used to separate a printing region of the unit page size.

11. The medium according to claim 10, wherein the position at which the dimension in the widthwise direction of said printing medium having a fixed width is the center in the widthwise direction.

12. The medium according to claim 10, wherein said heat transfer printing medium comprises four perforation lines in symmetrical positions with respect to the center in the widthwise direction of said medium.

13. The medium according to claim 10, wherein a blank portion in which no images can be printed in order to clamp and convey said heat transfer printing medium during printing is removed by being separated from said perforations.